

# CASE STUDY



## CHALLENGE

Pepperstone, a company out of Australia, had experienced significant growth and gained recognition in Latin America. However, the company lacked a branding and marketing strategy for these 35 countries, which included Spain and Portugal in Europe.

## STRATEGY

To create a marketing strategy for 35 different countries was a large feat, however, we did this via the following:

- **Market Research:** Conducted thorough research on each country to understand the financial market landscape, regulatory environment, competition, and target audience preferences.
- **Localized Approach:** Created marketing strategy to each country's unique characteristics, including language, culture, and regulatory requirements.
- **Brand Positioning:** Clearly defined Pepperstone's value proposition and positioning in each market to differentiate it from competitors.
- **Digital Presence:** Established a strong digital presence through localized websites, social media channels, targeted ads, and search engine optimization (SEO) to reach the target audience effectively.
- **Content Marketing:** Developed high-quality, localized content such as articles, blogs, videos, and webinars to educate and engage the target audience.
- **Partnerships and Alliances:** Collaborate with local financial institutions, influencers, and industry partners such as Qantas Airlines to expand reach and credibility in each market.
- **Customer Experience and Support:** Created a customer onboarding experience in Spanish (Spain and LATAM) with tools like Salesforce Marketing Cloud. Offered to customers multilingual sales agents and customer support.
- **Regulatory Compliance:** Ensure compliance with local financial regulations in each country to build trust and credibility with clients.
- **Community Engagement:** Engage with the local trading community through events, forums, and social media to build a loyal customer base.

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## OUTCOMES

The marketing strategies implemented resulted in significant improvements. Firstly, the bounce rate for the two sites, Spanish (LATAM) and Spanish (Spain), decreased by 45%, indicating that visitors were more engaged with the content. Additionally, the average time spent on the page increased by one minute in the Latin American region, suggesting that the content was more compelling and relevant to the audience.

Moreover, the conversion rate saw a notable increase of 10% as a result of utilizing data to understand customer behavior through conversion rate optimization (CRO) testing. This indicates that the strategies implemented were effective in driving desired actions from the audience.

Furthermore, partnering with the field sales team ensured a constant flow of information, market intelligence, and enablement. This collaboration likely contributed to the success of the marketing strategies by aligning marketing efforts with sales objectives and ensuring a coordinated approach in engaging with the target market.

## SOLUTIONS

Analytics and reporting, brand strategy, content marketing, public relations, seo, ppc, social media, web design and development

